

(Canceled) Claims 1-48

(New) 49. A method for transferring digital data through television signals, comprising the steps of:

- 5 (a)selecting one or more pre-defined object(s), said pre-defined object(s) are part(s) of television graphic image(s) visible and understandable to common television viewers while displayed on normally calibrated typical television sets, wherein the original television video signals carrying said pre-defined object(s) are  
10 known to both the data sender(s) and the data receiver(s);  
(b)modifying the original television video signals carrying said pre-defined object(s) to generate data-carrying television signals; and  
(c)transmitting said data-carrying television signals to both television viewers and data receivers.

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(New) 50. The method for transferring digital data through television signals in claim 49, further comprising the steps of:

- 20 (a)receiving said data-carrying television signals; and  
(b)extracting digital data by comparing the received television signals with the original television video signals carrying said pre-defined object(s).

25 (New) 51. The method for transferring digital data through television signals in claim 49, wherein the pre-defined object is a logo.

(New) 52. The method for transferring digital data through television signals in claim 49, wherein the pre-defined object is a score board.

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(New) 53. The method for transferring digital data through television signals in claim 49, wherein the pre-defined object is a caption frame.

5 (New) 54. A system for transferring digital data through television signals carrying pre-defined object(s), said pre-defined object(s) are part(s) of television graphic image(s) visible and understandable to common television viewers while displayed on normally calibrated typical television sets, wherein the original television video signals carrying said pre-defined object(s) are known to both the data sender(s)  
10 and the data receiver(s), said system comprises:

(a) signal processor for modifying the original television video signals carrying said pre-defined object(s) to generate data-carrying television signals, and  
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(b) signal transmitter for transmitting said data-carrying television signals to both television viewers and data receivers.

20 (New) 55. The system for transferring digital data through television signals further comprises:

(a) signal receiver for receiving said data-carrying television signals, and

25 (b) signal analyzer for extracting digital data by comparing the received television signals with the original television video signals carrying said pre-defined object(s).

30 (New) 56. The system for transferring digital data through television signals in claim 54, wherein the pre-defined object is a logo.

(New) 57. The system for transferring digital data through television signals in claim 54, wherein the pre-defined object is a score board.

5 (New) 58. The system for transferring digital data through television signals in claim 54, wherein the pre-defined object is a caption frame.

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